

Message

From: Hough, Palmer [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=51CD0B0D81AC416FA265944D6E6575CE-PHOUGH]
Sent: 7/15/2014 4:07:03 PM
To: Best-Wong, Benita [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=6ee79b3d0fc0429b99f2c05481b0b957-bbestwon]; Pendergast, Jim [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=dd172f8994864016956615c8ba78c7da-JPenderg]; Evans, David [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=c2cba36ba8ff4010bb7da1280a79cc52-DEvans03]; Kaiser, Russell [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=222da99956d24ca197dc6f8bf4ae1ff5-Kaiser, Russell]
Subject: FW: Updated Bristol Bay press release & comms docs
Attachments: Bristol Bay PD Internal FAQs 7-14-14.docx; Bristol Bay PD Key Messages 7-10-14.docx; Bristol Bay PD press release 7-14-14.docx; Bristol Bay PD rollout plan 7-10-14.docx

FYI – here are the Region’s draft comms materials. They have already begun coordinating with Tom Reynold’s folks here at HQ for further editing.

Friday is the target date for release, details are all laid out in the attached rollout plan.

Let me know if you have any questions.

-Palmer

From: Kader, Hanady

Sent: Monday, July 14, 2014 8:52 PM

To: Hough, Palmer; Smith, Judy; Steiner-Riley, Cara; Godsey, Cindi; Dean, Heather; Frithsen, Jeff; Szerlog, Michael; Fordham, Tami; Thiesing, Mary; McKenna, Elizabeth; Srinivasan, Gautam; Fauver, Becky; Schofield, Kate; Nalven, Heidi; Allnutt, David; Rindner, Leah; Dunbar, Bill; Soderlund, Dianne

Subject: FW: Updated Bristol Bay press release & comms docs

Hi Bristol Bay Team:

I sent the email below to Dennis and Arvin for their review of comms documents. I could use a hand from this group for filling in the blanks on the FAQs document.

Let me know if you have any thoughts on this content (in track changes).

Hanady

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**From:** Kader, Hanady

**Sent:** Monday, July 14, 2014 5:45 PM

**To:** McLerran, Dennis; Holsman, Marianne; Ganesan, Arvin; Parkin, Richard; Dunbar, Bill

**Cc:** Smith, Judy; Young, Margo; Lee, Monica; Purchia, Liz

**Subject:** Updated Bristol Bay press release & comms docs

Hi everyone,

I've attached the **updated press release** based on feedback from Dennis, Bill and Arvin. I wove the new information in as well as I could and tried to keep the press release a reasonable length. Statistically, most viewers who look at this press release won't read past the first few grafs, which is why I pushed the quote and information about the meetings back up to the top.

**I've also attached:**

- An updated FAQs document that still has some blanks, and I'm going to send it to the team to help with filling those in. We may include some of these FAQs on the website.
- The roll-out plan, which isn't updated with the latest yet
- Key messages document

**The fact sheet will need quick turnaround review from management as soon as it's ready.** I haven't attached it here because Judy is going to look at these documents and update it. The fact sheet will be formatted for and featured on the website.

Also, why are we using the Dallas Cowboys Stadium in the executive summary? Can we use a regular football field?

Do we want to consider running an Op-Ed next week to reaffirm the facts and prime people for the public comment opportunity? I drafted one a few weeks ago and we put it on the back burner.

Hanady

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